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**For More Information and Photos**

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## **Brand New “Look” for the Certified Horsemanship Association Website**

(November 2007) The Certified Horsemanship Association (CHA) has launched a new branding campaign and a new website look at [www.cha-ahse.org](http://www.cha-ahse.org).

It has many great features including a comprehensive online searchable database of all certified riding instructors and CHA program member facilities throughout the US, Canada and the world. Anyone looking for a riding instructor or barn near them simply has to go to Advanced Search and then type in his/her city, state (abbreviation) or province and all of the instructors and barns in the CHA database come up with an individual profile and contact information for each one.

“The "New" CHA website is nothing short of beautiful!” says CHA Member Tammi Gainer of Alliance, Ohio. “It is extremely easy to navigate and has a clean crisp look. Best of all the pictures across the top say it all about what we do and who we are!”

The CHA website has an online shopping cart where visitors can buy CHA published manuals and product line, supplies and educational material from different sponsors and advertisers that benefit riding instructors, and can register for the annual CHA International Conference that is open to all horse enthusiasts October 30 – November 2, 2008 at the Kentucky Horse Park.

Visitors can also renew and get a new CHA membership online and search for a CHA Riding Instructor Certification Clinic by location or by date. There is also an archived library of past articles from the quarterly CHA magazine, *The Instructor*. These articles can be reprinted by regional and national publications with the permission of CHA. This library archive is a valuable resource to riding instructors and horse enthusiasts in general on safety and excellence in horsemanship.

The purpose of CHA is to promote excellence in safety and education for the benefit of the entire horse industry. CHA certifies instructors, trail guides, recreational vaulting coaches and barn managers, accredits equestrian facilities, publishes manuals and provides support and educational resources. For more information on the Certified Horsemanship Association, please visit [www.cha-ahse.org](http://www.cha-ahse.org) or call toll free 800-399-0138.

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